



SUZANA ESTEVES

Art Director | Senior Graphic Designer | Motion Designer

Creative professional with 16+ years of agency, media, in-house, and freelance experience delivering integrated campaigns, motion graphics, digital experiences, and video production for national and global brands. Recognized for creative leadership, motion design, mentoring designers, and optimizing production workflows while leading projects from concept through final delivery.

CONTACT

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📍 Toronto

EDUCATION

OCAD University

- UX/UI Design & Digital Media

Toronto Metropolitan University

- Web Design & HTML/CSS

George Brown College

- Graphic Design

PROFESSIONAL EXPERIENCE

PUBLICIS CANADA

Senior Production Designer August 2023 – Present | Remote

Highlights

- Produced integrated campaigns across digital, print, retail, out-of-home (OOH), social media, motion graphics, video, and responsive advertising using Flexitive.
- Supported integrated campaigns for leading national and global brands including **Rogers, T-Mobile, Visa, Mondelēz International, Signet Jewelers**, and confidential pharmaceutical clients.
- **Served as Acting Art Director** on a Rogers magazine campaign when no dedicated Art Director was assigned.
- Created motion graphics, animation, and video content using Adobe After Effects and Adobe Premiere Pro while reviewing creative assets prior to Art Director approval to ensure brand consistency and production quality.
- **Recognized as the team's Flexitive Subject Matter Expert**, creating the company's Flexitive Training Manual, leading training sessions for Production Designers and cross-functional teams, and collaborating directly with the Flexitive team to improve platform workflows.
- Mentored designers while helping improve creative workflows and production efficiency.

PELMOREX CORP.

Lead Creative Developer November 2021 – August 2022 | Remote

Highlights

- Concepted, designed, and hand-coded interactive HTML5 advertising campaigns using HTML, CSS, and JavaScript.
- Created motion graphics, animation, and rich media experiences for digital marketing campaigns.
- Collaborated with creative, strategy, account, and development teams to transform concepts into engaging digital experiences.
- Built responsive digital advertising optimized for multiple platforms and devices.
- Improved production workflows while maintaining high standards of design, usability, and performance.



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SOFTWARE

Adobe Creative Cloud

- Photoshop
- Illustrator
- InDesign
- After Effects
- Premiere Pro
- Audition
- Animate
- Adobe XD
- Adobe Express

Design & Marketing Platforms

- Flexitive
- Celtra
- Figma
- AEM
- WordPress

Web Technologies

- HTML / CSS / JavaScript

Generative AI Tools

- Adobe Firefly
- ChatGPT
- Microsoft Copilot
- Google Gemini

Project Management & Productivity

- Jira
- Monday.com
- Google Workspace
- Microsoft 365

STAR METROLAND MEDIA

Senior Visual Designer February 2016 – October 2021 | Toronto, ON

- Designed and led integrated marketing campaigns across print, digital, and branded content for national advertising clients.
- Produced motion graphics, presentations, and interactive advertising for a wide range of clients.
- Led the Old Dominion Freight Line educational video series, overseeing creative concept development, storyboarding, custom illustration, animation, video editing, and final production.
- Introduced Flexitive to the organization, championing its adoption for responsive digital advertising.
- Developed best practices and trained designers on Flexitive workflows, helping establish the platform as part of the creative production process.
- Collaborated with editorial, advertising, and creative leadership teams to deliver high-quality campaigns.
- Mentored junior designers while maintaining production excellence and creative consistency.

TORONTO STAR

Senior Graphic Designer 2014 – 2016 | Toronto, ON

- Designed print and digital advertising campaigns for a diverse client portfolio.
- Produced production-ready artwork, marketing materials, and branded communications.
- Collaborated with editorial and advertising teams to deliver high-quality creative solutions under tight deadlines.

SCRATCH MARKETING

Senior Graphic Designer 2006 – 2014 | Toronto, ON

- Designed integrated marketing campaigns for Electrolux, Eureka, and other leading consumer brands.
- Produced trade show displays, large-format graphics, exhibition booths, banners, retail signage, packaging catalogs, brochures, and point-of-sale marketing materials.
- Developed creative concepts and production-ready artwork for print, retail, and promotional campaigns.
- Collaborated with creative and account teams to deliver effective marketing solutions while maintaining brand consistency and meeting tight deadlines.

INDEPENDENT CREATIVE CONSULTANT

Art Director | Senior Graphic Designer | Motion Designer 2010 – 2026

Partner with agencies, corporate organizations, and nonprofit clients to deliver end-to-end creative solutions from concept through final production, including art direction, storyboarding, custom illustration, motion graphics, animation, video production, editing, client presentations, budgeting, and production management.

Featured Projects

- **National Service Solutions** – Concepted, pitched, and produced an employer branding video, leading storyboarding, production, talent sourcing, budgeting, and final video editing.
- **Yorkdale Shopping Centre (Blackjet Agency)** – Designed motion graphics and animated advertisements for the Yorkdale StyList app campaign.
- **IDCEC** – Created storyboards, custom illustrations, animation, voice recording, audio editing, and educational video production.
- **ARIDO** – Refreshed the organization's visual identity through a logo redesign and development of a comprehensive brand standards guide.



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